



CORPORATE IDENTITY

DESIGN GUIDELINES FOR PRINT & WEB

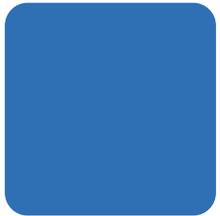


Contents

1.1 Colors	3
1.2 Logo	4
1.3 Logo color combinations	8
1.4 Inspiration	9
1.5 Font	10
1.6 Design example	11
1.7 Icons	14

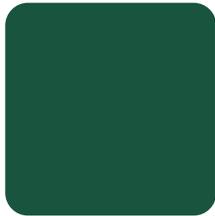
1.1 | Colors

The new Crop Trust palette includes dark blue, dark green, brighter green, yellow and red as well as black and the secondary color ivory.



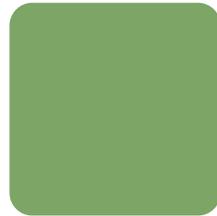
Dark blue

C:83 M:52 Y:3 K:0
R:47 G:111 B:179
#2f6fb3



Dark green

C:87 M:40 Y:75 K:42
R:24 G:84 B:62
#18543e



Brighter green

C:58 M:18 Y:71 K:2
R:124 G:165 B:102
#7ca566



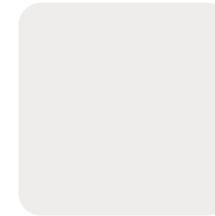
Yellow

C:0 M:45 Y:90 K:0
R:245 G:157 B:36
#f59d24



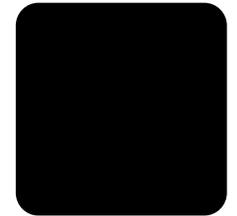
Red

C:10 M:80 Y:80 K:0
R:218 G:79 B:55
#da4f37



Ivory

C:8 M:6 Y:8 K:0
R:238 G:237 B:235
#eedeb



Black

C:0 M:0 Y:0 K:100
R:0 G:0 B:0
#000000

1.2 | Logo

The Crop Trust logo continues to symbolize a “bank” for protecting crop diversity and the long-term funding of the global system of ex situ conservation. But the bank is now open to also represent the sharing and use of this diversity and funding around the world.

The logo can be used in its vertical or horizontal forms, with or without the “Crop Trust” name, as provided. No other versions or manipulations of the logo are acceptable.



1.2 | Logo – DO NOT

NORMAL

Do not change the orientation or shape



MONOCHROME

Do not use other colors



NORMAL

Do not reorganise the logo



1.2 | Logo on pictures

NORMAL

Light color picture



WHITE

Dark color picture



NORMAL IN WHITE BOX

Dark color picture



NORMAL IN WHITE BOX

Dark color picture



1.2 | Logo on pictures – DO NOT

WHITE

Do not use on light color picture



NORMAL

Do not use on dark color picture



WHITE

Do not use against high contrast background



NORMAL

Do not use against high contrast background



1.3 | Logo color combinations



1.4 | Inspiration

The Crop Trust's updated branding is inspired by the colors of nature and crops in the field: a clear blue sky above fields of healthy, bountiful crops.



1.5 | Font

The serif font Bitter is used for headings and quotes. For body text, captions etc. the easy-to-read font Open Sans is used.

Both fonts are Google fonts and can be downloaded for free at fonts.google.com.

In programs that do not support the fonts, it is recommended to use Arial as the font.

Fonts used in website: The serif font Bitter is used for headings and quotes. For body text, captions etc. the easy-to-read font Rubik is used.

OPEN SANS

Open Sans, bold

AaBbCcDdEeFfGgHh1234

Open Sans, semi bold

AaBbCcDdEeFfGgHh1234

Open Sans, medium

AaBbCcDdEeFfGgHh1234

Open Sans, regular

AaBbCcDdEeFfGgHh1234

Open Sans, light

AaBbCcDdEeFfGgHh1234

Open Sans, bold italic

AaBbCcDdEeFfGgHh1234

Open Sans, semi bold italic

AaBbCcDdEeFfGgHh1234

Open Sans, medium italic

AaBbCcDdEeFfGgHh1234

Open Sans, regular italic

AaBbCcDdEeFfGgHh1234

Open Sans, light italic

AaBbCcDdEeFfGgHh1234

BITTER

Bitter, semibold

AaBbCcDdEeFfGgHh1234

Bitter, regular

AaBbCcDdEeFfGgHh1234

RUBIK

Rubik, bold

AaBbCcDdEeFfGgHh1234

Rubik, regular

AaBbCcDdEeFfGgHh1234

1.6 | Design example

This is an example of a poster, which uses the logo and color palette.

The choice of colors from the color palette can vary from publication to publication.

THE JOURNEY OF A SEED IN A GENE BANK

1. COLLECTING
COLLECTING is one of the ways through which genebanks obtain new diversity for their collections. Genebanks periodically review the need for new, unique diversity and identify geographic regions and sites where they can obtain it. Collecting expeditions are planned to acquire new material for their collections.

2. POST-ENTRY QUARANTINE
IN THIS STEP, new material (either acquired via donation or collecting) is held in an isolated facility to assess its phytosanitary status, i.e., whether it is infected with a pest or disease. It is observed, tested and, if necessary, treated before entering the genebank collection. This important process prevents the spread of pests and diseases, and ultimately, safeguards the health of the genebank's collection.

3. ACQUISITION
AT THIS STAGE, the material is cleaned, dried, packed and entered into the collection. Initial seed viability is tested to assess the quality of the seed. Healthy seeds harvested at optimum maturity and with high viability rates are indispensable for long-term conservation.

4. REGENERATION
THIS IS A CRITICAL STEP in genebank management in which seed accessions with low seed numbers or low viability rates (<85% for cultivated species) are sown in the field to produce fresh seeds, which are then stored in turn. Understanding the mating and pollination systems of each species is necessary to implement proper regenerations, ensuring that the genetic identity and integrity of the accessions are maintained.

5. CHARACTERIZATION
THIS STEP often occurs during regeneration. As newly sown seeds develop into plants, they display various characteristics that make accessions different from each other. Genebank staff record plant height, the shape of leaves, the color of the flowers and other plant characteristics following agreed descriptor lists. The importance of this step lies in the added value to the collections, e.g., in helping users decide which samples to request. These plant descriptions are also helpful in genebank management to detect possible hybridizations between samples or duplicates, as well as accidental mixing.

6. CONSERVATION
GENEBANKS CONSERVE seeds in two types of conditions: the most original samples are part of the base collection, which is maintained in long-term storage (LTS) at -18°C, 15-3% relative humidity. Samples in the active collection are maintained under medium-term storage (MTS) at 5-10°C, 15-3% relative humidity. These temperature and relative humidity regimes are achieved using specialized freezers, cabinets or tailored cold rooms. During this stage, genebank staff monitor seed quality and quantity at specific intervals to identify samples in need of regeneration.

7. DISTRIBUTION
GENEBANKS RECEIVE germplasm requests via mail, email, phone calls, in person and through their websites. Genebank staff fulfil requests by selecting samples, packing them in an envelope or box, and including the required documentation about the samples (country of origin, plant characteristics, conditions of use and distribution etc.). The consignment is sent to the recipient via the fastest way possible, usually by courier.

8. SAFETY DUPLICATION
TO MITIGATE RISK, genebanks safely duplicate their collections at two levels: one duplicate is placed in another actively managed genebank, preferably on a different continent (if possible), and another is deposited at the Svalbard Global Seed Vault in Norway.

DATA MANAGEMENT
DATA MANAGEMENT refers to the activities related to the curation, documentation, protection and accessibility of the genebank's body of knowledge. This may include documents, databases, images, videos, websites, metadata, software, manuals, reports, policies, procedures and records. Accurate and updated genebank data ensures consistency and quality in management and provides evidence of compliance with standards. Most genebanks have a dedicated data management system.

USERS
GENEBANK USERS include plant breeders, farmers, researchers and students.

GENEBANK

CROP TRUST
german cooperation GIZ/DFG/GERMINET
KFW

Seeds4Resilience, a five-year, EUR 20 million project led by the Crop Trust and funded by the German government, provides financial and technical support for the national genebanks of Nigeria, Zambia, Kenya, Ethiopia and Ghana to reach international standards of operation, ensuring collections are safe - and available for use - over the long term.

Discover more on www.croptrust.org and donate today to help us secure our food, forever.

1.6 | Design example

This is an example of banners, which uses the logo, color palette and fonts.

The choice of colors from the color palette can vary from publication to publication.



1.7 | Icons



Rice



Barley



Finger Millet



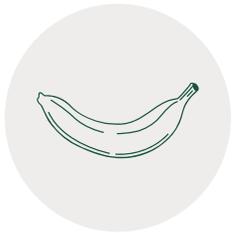
Wheat



Beans



Cassava



Banana / Plantain



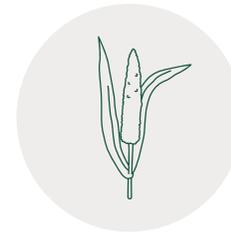
Cowpea



Faba bean



Grasspea



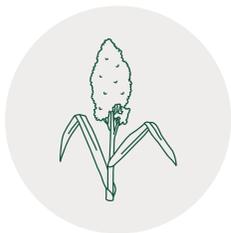
Pearl millet



Apple



Potato



Sorghum



Sweetpotato



Alfalfa



Chickpea



Coffee

1.7 | Icons



Lentil



Maize



Yam



Agroforestry trees



**Andean roots
and tubers**



Carrot



Bambara Groundnut



Breadfruit



Coconut



Edible aroids



Eggplant



Enset



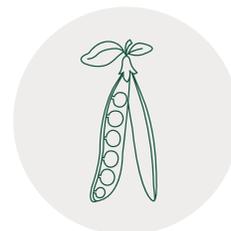
Oat



Temperate forages



Okra



Pea



Pigeon Pea



Rye

1.7 | Icons



Small millets



Solanum spp.



Strawberry



Sunflower



Tea



Vanilla



Vetch



Asparagus



Beet



Brassica vegetables



Citrus



Taro